



Facebook Community Management Project



Facebook Community Management Project

Goals, Objectives, Strategies, Tactics, Measurements & Results

GOAL # 1: Increase visibility of UWSMC students in the Seattle social media community

Objectives

- 100% Increase in *Likes*
- 50% Increase in *People Talking About This*

Strategy

- Establish page as a source for important news about FB including analytic and metric
- Provide info on other social platforms as they relate to FB
- Content that speaks to Facebook's strength as the leading SM platform

Tactics

- Post as UWSMC to other Facebook social pages
- Include shareable content such as trivia and surveys
- Share content that is relevant to the most engaged FB users
- 2 Posts per day

Measurements

Number of post Likes per week
Growth in engagement and reach
Increased clicks per links

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GOAL # 2: Position UWSMC students as thought-leaders in field of social media

Objectives

- 50% Increase in *People Talking About This*
- 50% Increase in Shares
- Likes by notables in the SM community

Strategy

- Post content that includes perspective and/or opinions
- Post content that addresses breaking issues and trends
- Content that highlights students in class

Tactics

- Include clips from each weekly Minute Papers
- Like / Follow* other influential social media pages
- Highly current content
- Content culled from other leaders in SM community

Measurements

% Increase in Shares

Increase in engagement outside class

Page Likes by targeted thought-leaders

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Pretty picture & connects with audience

- 113 People Reached
- 26 Engaged Users
- 18 Likes
- 20 People Talking
- 17.7% Virality

THEY WORKED! 



Relevant Info & Visual Presentation

- 212 People Reached
- 20 Engaged Users
- 4 People Talking
- 1.89% Virality

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Shared by Targeted Thought-Leaders

 UW Social Media Class shared Jenni Hogan's status.
January 31

This came up in last quarter's tweet chat... love the different methods of supervision.

Curious.... how do you monitor your kids social media activity???

Like · Comment · Share

2

46 people saw this post

 UW Social Media Class shared a link.
March 4


The LinkedIn folks have a poll for us today! It's time for spring cleaning at LinkedIn. Maximize your presence on this vital job networking site.



Like · Comment · Share

1

3 people like this.

 Write a comment...

225 people saw this post

Most Clicks - 18

 UW Social Media Class shared a link.
March 1

"It is now your duty to opt out of being discovered."
<http://nyti.ms/15nFGdH>



What Facebook's Graph Search Engine will tell us.
nyti.ms

Facebook users will be stunned to learn how they can be found and how much everyone can know about them.

Like · Comment · Share

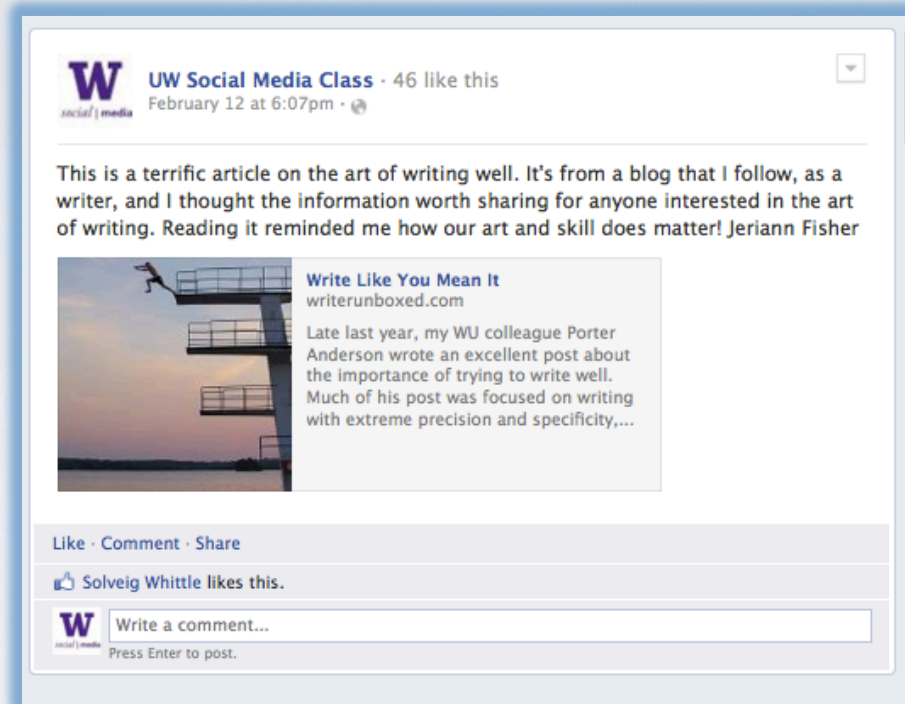
1

167 people saw this post

Cross-Collaboration

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...THEY DIDN'T!

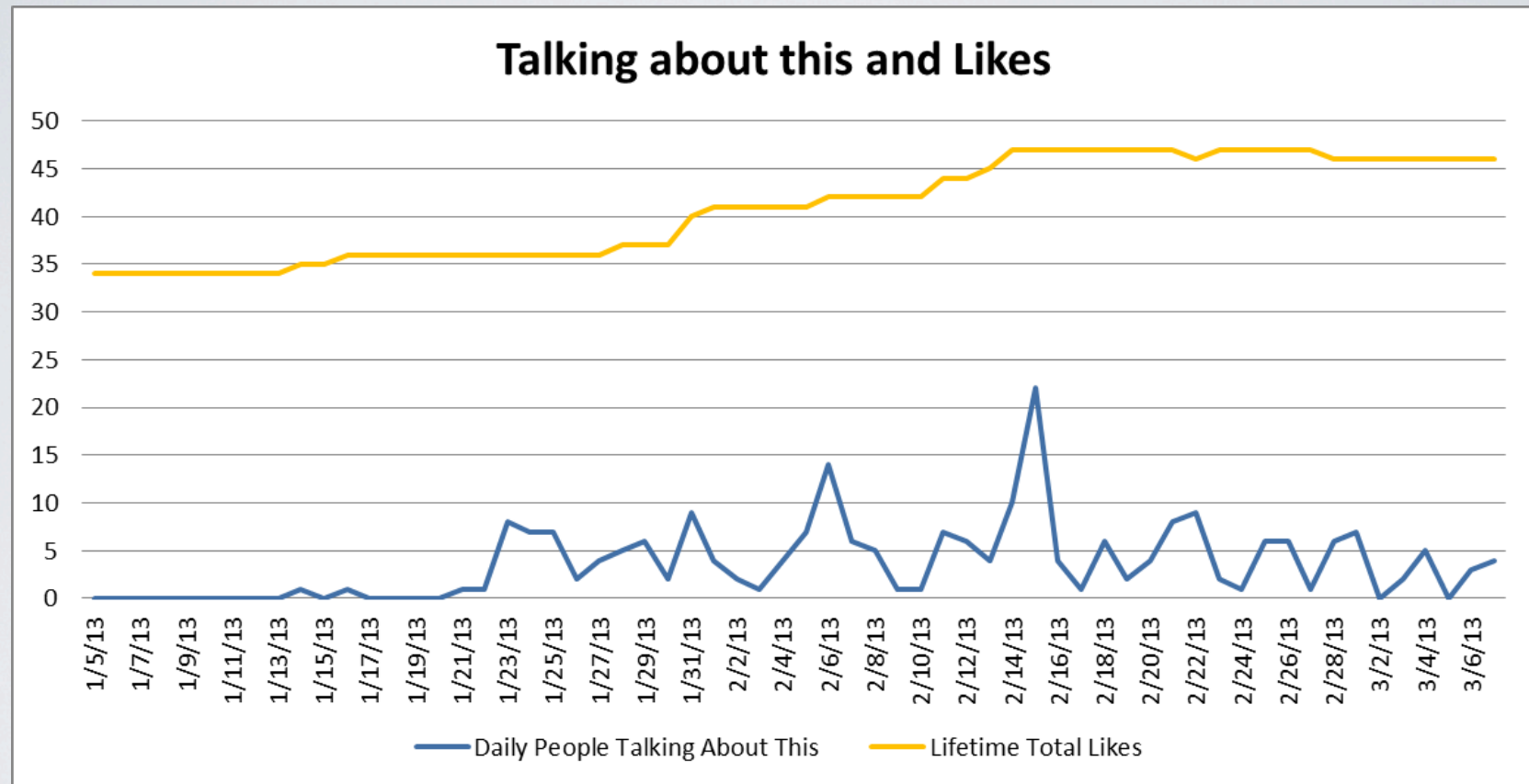


**Too many words, no brand voice
& no reason to click through**

- One Like (Thanks Solveig)

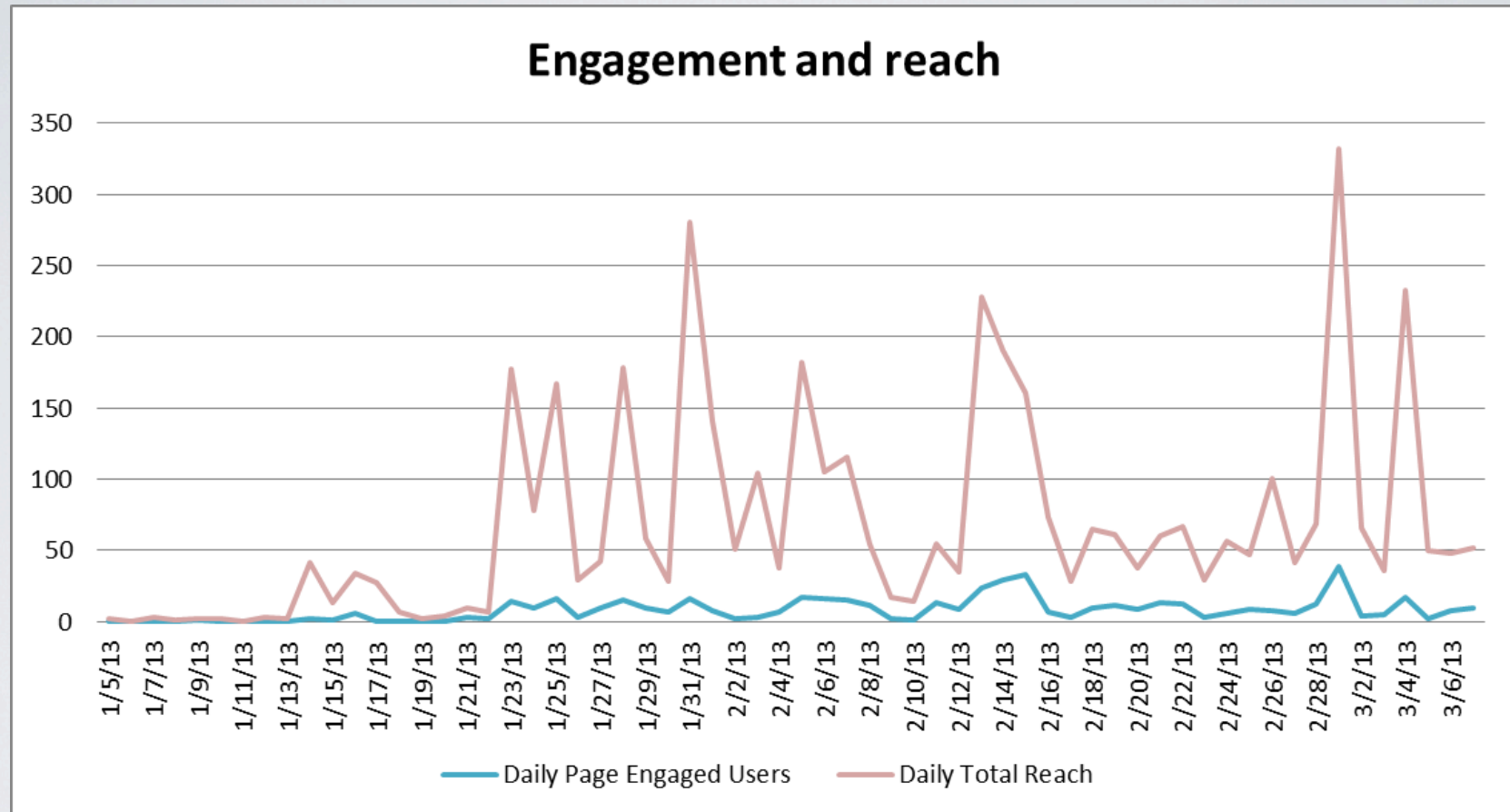
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Insights



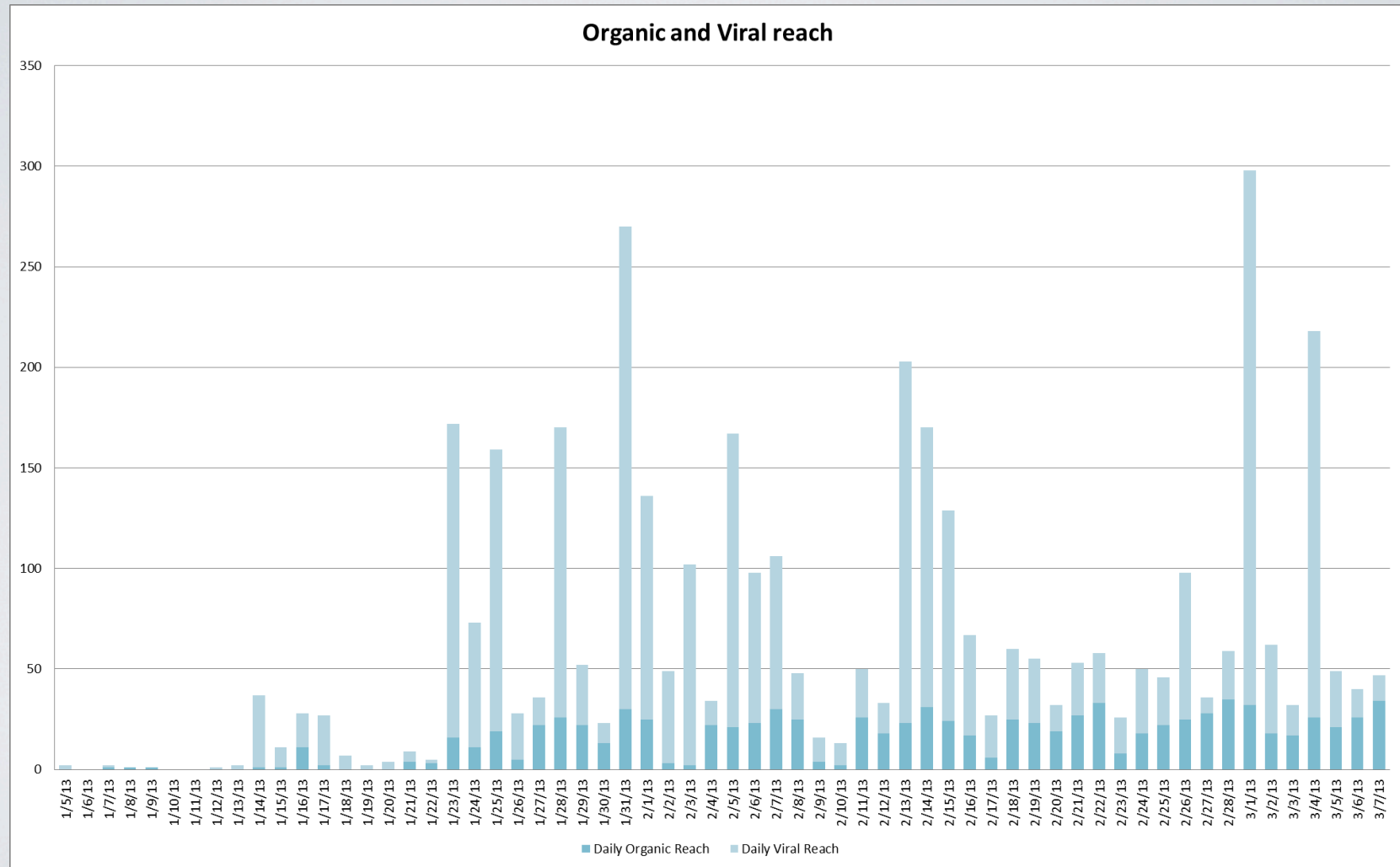
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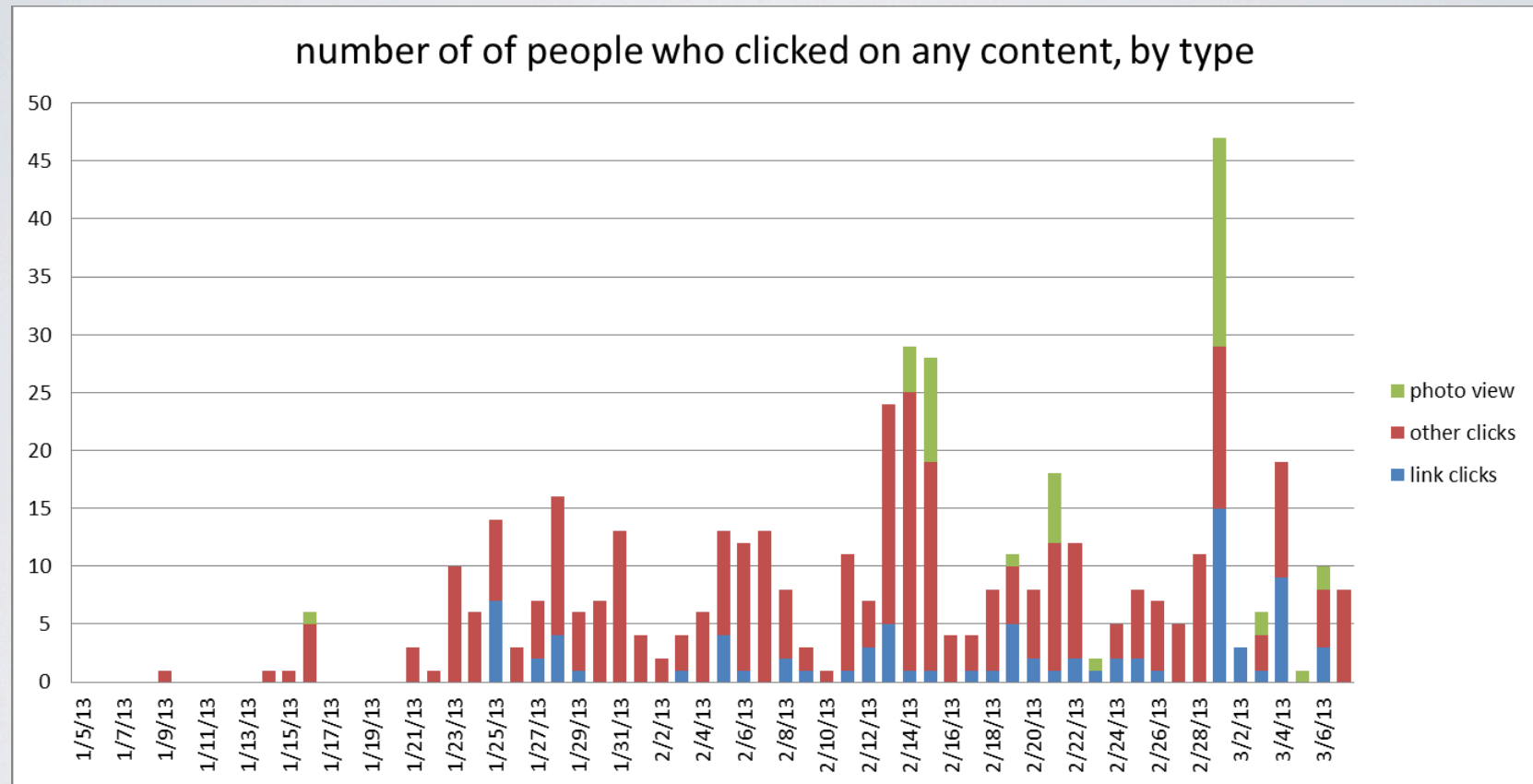
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LESSONS LEARNED (THE HARD WAY)

**Be more aggressive
in our outreach efforts**

Work better as a group

**Cross-collaborating with other
UWSMC community teams**

More creative posts

Establish stronger identity

Pay to promote posts :)